ALESSIA CAPASSO

CONTENT MARKETING MANAGER

Storytelling & Content

alessiacapasso.it
capassoalessia@gmail.com
Bologna, Italy

EXPERIENCE

2025-
Kindred Knot Games
Bologna, Italy

Co-Founder & Head of Marketing
- Lead strategy, launch planning, and PR for games releases;
- Multi-channel digital content and engagement, driving player retention, and convention activations.

2025-
Event Planet Group
Naples/Bologna, Italy

Content Marketing Strategist
- Contributed to Scientific Communication within the medical field for high-impact international congresses (≈4k attendees per event) with on-site brand activation and governance;
- Ensuring alignment with scientific content and brand identity.

2022-2025
Lai-momo
Bologna, Italy

Communication Specialist
- Led end-to-end social media strategy and content creation, driving 35K+ total reach (20K+ Facebook / 15K+ LinkedIn) and growing cross-channel followers to 3K+;
- Managed communication strategies for EC-funded and international multi-stakeholder projects.

2019-2022
FAO
Rome, Italy

Communication Specialist
- Developed unified visual identities and messaging frameworks for the NFIM division, ensuring cross-channel consistency;
- Managed report and brochure projects, translating complex data into infographics and accessible narratives.

2018-2019
The Tour Guy
Rome, Italy

Design Coordinator
- 2x increase in YouTube conversions
- 30% increase in engagement among US audiences

2016-2018
Good Design Works LLC.
Kyoto, Japan

Communication Specialist
- 2x increase in engagement among European and US audiences
- Developed a social media campaign targeting Japanese audiences

EDUCATION

2021
Università LUMSA
Rome, Italy

Master's Degree in Digital Marketing
Topic: Storytelling in Digital Communication
110 cum laude

2016
ABANA
Naples, Italy

Master's Degree in Advertising Communication
Topic: Advertising and Communication
110/110

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CERTIFICATIONS

2026
Trinity College London

Grade 3 Drums
Level 1 Award in Graded Examination in Rock and Pop

2026
Marketing Espresso
Certification

Social Media Strategies for SMEs
Brand awareness, lead generation, and customer retention

2026
Giano Academy
Certification

Game Deconstruction
TTRPG Systems Design, Rulebook Composition, Playtest Management

2022
24ORE Business School
Certification

Gamification, Social Gaming, and Advergaming Strategy

2022
Cambridge Assessment English

Advanced English C1

AWARD

2021
Resto al Sud Hackathon

Best Concept Award
Promoted by Onde Alte, Invitalia and Università LUMSA

SKILLS

Brand Management

Brand Strategy, Brand Positioning, Brand Governance, Brand Identity, Cross-Functional Leadership, Campaign Management & Execution

Communication & Content

Strategic Communication, Editorial Planning, Storytelling, PR & Media Relations, Community & Stakeholder Management

Project Management & Operations

Project & Timeline Management, Product Launches, Stakeholder Coordination, Workflow Optimization

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